

Maximizing personal achievement

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Purpose

In this module, Dr. Fuhrman explains why moderate changes don't work, and you will learn how to motivate your clients to make big changes rather than small ones.

1. The Fuhrman Doctrine – Moderate changes don't work

1. Moderate changes (50 percent dietary improvement) get almost no results
2. A large change of 90 percent effort gets moderate results, but
3. 100 percent compliance gets spectacular results.

Please note what percent of change there is between 90 percent and 100 percent. Only 10 percent, just a little bit more gives a huge payback in results. Whereas 90 percent compliance gets some benefits, 100 percent compliance gets spectacular benefits.

2. Your success as a coach or trainer is dependent on two main factors:

1. The level of health and fitness you have achieved for yourself that you can project to others
2. The success of your clients and the results you were able to coach out of them.

Of course your goal is to get your clients to do exactly what you tell them to do. That will beget the best results and develop your reputation. You want them to eat perfectly, never overeat, and also to exercise like a maniac. However, this concept of gradually moving them towards perfectionism by your coaching is too extreme and too important to introduce at the first visit. So, do not sell this concept to the person before they purchase your coaching package.

It may even be inappropriate to introduce this concept in the first or second week appointments. However, if a month has gone by and you are not seeing dramatic effort and dramatic benefits, you must make this module the focus of your intervention. The good thing about this doctrine is that it works. People get results after you teach it to them; even after they have not been getting great results before. The downside of this doctrine is that there is a small chance that you could drive a client away

and they might never want to come back to you again. This type of client might resent the perfectionism demanded here and perhaps feel they can't measure up. This situation is indeed rare and most people want to be pushed in the right direction. Even if they can't comply 100 percent, they will keep coming back for your insight, coaching, and motivation.

Remember

You have to reach high on the ladder to succeed; you have to reach for the stars.

Then, if you do not achieve the goals you reached for, you will always wind up closer to them than if you had lower expectations and goals.

People are paying for results and they want results. Your success as a coach or trainer is dependent on the success of your clients. And the public will judge you on that success. So the question is—how good of a motivator are you? Can you get your clients to follow your lead? Can you set a standard of excellence that they can emulate? Are you yourself in great shape? Are you a great nutritarian cook? Do you exercise every day? Do you not overeat? Are you a black belt nutritarian? Don't expect your clients to "do it" unless you are an example of excellent health and fitness and you walk the walk that you talk.

3. Getting your client to buy in.

Are they significantly overweight? If so, ask them, "Do you want to lose 3 – 4 pounds a month, or do you want to lose 8 – 10 pounds a month?" If they have lots of weight to lose, you can be sure that they are going to say 8 – 10 pounds a month.

I often tell people that they have a choice. They can lose 3 – 4 pounds a month, but they also have the option of losing 15 pounds the first month and 10 pounds the second month. "So do you want the diet plan to lose 3 pounds or the diet plan to lose 10 pounds?" Almost all of them take the 10 pound plan. So then I say, "Okay, so now that you have chosen the 10 pounds a month of weight loss plan, I can assure you that you will not go hungry and you can eat a good quantity of food, and it is going to taste good, is that okay with you?" They all say, "sure, that is great." Then I say, "I know you can do it then."

Look, you can lose 8 – 10 pounds a month if you work with me and let me guide you to great health. Here's the thing. What you were doing in the past didn't work, did it? When you are

choosing what to eat and what not to eat what kind of results were you getting? So now that you have given me a chance to help you, you have to test my advice. Is this just bull-shot, or is this real? How do you know that I am steering you in the right direction?

The only way to know for sure is to do exactly what I say and see if it works or not. Can you really lose 15 pounds the first month and 10 pounds the second if you no longer made any decisions and just did exactly what I told you to do?

The key to making this work for you is to not make any decisions about what to eat. Do not think about it at all. Let me make all the decisions and choices for you. Let me decide what you eat. Then, if you don't like it, or it doesn't work, you can blame me, not yourself.

Then you can ask them what they want to achieve in the next 3 months. How about the next 6 months? Try to figure out how long they are going to need your guidance and let them decide the level or strictness of the diet program that will be encouraged.

4. It takes 12 weeks to get a brown belt and 24 weeks to get a black belt.

At this phase in your coaching dialogue with the client you have to discuss taste, pleasure and achievement.

One thing I never want you to forget is that the enjoyment and taste gets better after the first 12 weeks. It takes 12 weeks to really retrain your taste buds.

The other most important issue is it takes 12 weeks to build up the level of micronutrients in your tissues. So you should not expect to see major improvements in your health until AFTER the 12 week window.

Lastly, it takes 12 weeks to for most people to get healthy enough to get in touch with true hunger, but we are going to see if we can do better than average and achieve these milestones earlier.

Make sure the client understands true hunger, addiction, detoxification, toxic hunger, and that they will not only feel bad the first few days, but they also could be mildly fatigued or ill-feeling at some points during the first 12 weeks. But that's good. Their body is repairing its biochemistry and cellular health.

Milestones to achieve

1. Drop the first 30 pounds within 12 weeks.
2. Get off salt completely for 12 weeks to enhance the taste buds
3. Eat a large salad with a healthy seed/nut based dressing daily and chew each mouthful to a liquid before swallowing.
4. Increase exercise tolerance so that at least 1000 calories a week are burned in planned activities or exercise or at least 30 minutes a day/6 hours a week.
5. Get in touch with true (throat) hunger every day.

5. Detox potential is more important than calories.

Let me tell you a true story about one of my patients. Years back, I had a guest house where people came to fast or to eat under my supervision and direction. Joe Castagna was an overweight client, and a food addict. He learned the program. He believed in it. He knew it could help his life and his health. He never was compliant. He checked in for a 6-week stay in our guest house. He came into our facility and ate all the meals we fed him. We took away his car keys. We took his wallet, his money and his credit cards. There was no way he could not follow the program.

Joe lost one pound a day every day. On day 10 he was 10 pounds down. On day 15 he was 15 pounds down. On day 20 he was 20 pounds down. He felt great and was walking for miles each day. On the twenty-first day of his stay Joe and Steve Pastor, who was running my guest house, went into New York by car to go to a vegan singles dance. Joe ate a corn muffin and a small dish of potato salad at the event. He weighed 3 pounds more the next morning.

He did not eat 3 pounds of food. How did he put on 3 pounds? Here's the thing; he was not losing a pound of fat each day, he was dropping fat, plus toxins, plus sodium, plus fluid that fills the cells and dilutes all those cellular toxins. When he went off the healthy diet, his body stopped detoxifying and started retaining fluid again. He likely had a significant salt load, but it was not just the salt. Joe

dropped the 3 pounds over the next 5 days, but overall that week he only lost one pound. One pound of weight was lost when he had lost 7 the week before. Don't you think he would have lost much more than that if he did not have the muffin and potato salad? Certainly, he was in a significant detox mode and his body was actively dumping fluid and tissue. It was not just calories in and calories out.

Plus, insulin is a fat storage promoter and it helps support the growth of fat on your body. When you eat greens, raw onions and cooked mushrooms, it does the opposite. The angiogenesis-inhibiting effects of the phytochemicals in these super foods helps the body break down and remove its fat supply. In other words, it is more than just calories in and calories burned. One person eating healthier could be losing more weight with a higher intake of calories than another person eating less calories, but not eating as healthfully. When you can get your client to understand that this is more than a weight loss program. It is also an anti-cancer program, and so they need to change the biochemistry of their cells as completely as possible, so they will get the best results all around--the best results for their health and their weight loss.

6. Addicts always have excuses

When they come to me as a patient and pay me \$580 for that hour visit, I sometimes tell them that there is no point in making such an effort to see me, waiting months for an appointment and then not following through on my advice. Something in this person felt strongly enough about wanting to see me so I could change their life in some way. They recognized they needed to change and wanted me to help them do it. So now that they are here they must really see what type of medical miracles are possible following my advice.

Likewise, if they enlist your help, they want your help. They are even willing to pay you for it. In fact, if they are not willing to pay for it, they probably don't want it badly enough.

Even after paying all that money to see me as a patient I still see many people floundering, not getting results or not losing weight after they have learned the message. They always have an excuse as to why they can't follow the plan closely enough.

They did well until they went on vacation or a business trip or a birthday party or some stressful event in their life.

This is what I tell them →

Excuses are for addicts. That is just what addicts do-- look for rationalizations to justify their self-destructive behaviors.

An excuse is not an excuse. Write that on their fridge, along with **“the salad is the main dish.”** Making excuses just means they did not make a commitment to do this yet. Why wait? Why put off doing what needs to be done? It does not get easier when you put it off, it gets harder. Your life does not become better when you continue your addictions, it becomes worse. Continuing your addiction does NOT give you the ability to handle stress in your life better, and withdrawal and detox are only intense for two days anyway.

Addicts are governed by their brain's desire to maintain addiction and they will often rationalize and jump on any reason to excuse their lack of compliance. Here's the thing—the brain could care less about your body. The brain has two thinking selves and the primitive brain that governs behavior does not care if you drop dead of a heart attack, or have a stroke, or get cancer. The brain only cares about the brain and its comfort and getting its momentary pleasures and avoiding discomfort. The primitive brain is like an infant. Now is the time to exercise and use your mature, intelligent brain that thinks of all future possibilities. It has to put the primitive brain in its place, and accept no alternatives that may interfere.

There is only one cure for addiction → prolonged abstinence. And it takes at least 12 weeks of abstinence to dramatically decrease addictive cravings and emotional drives to want to go back to the addictive substances. Sugar, oil, and salt are addicting. Animal protein is addicting.

In reality an NET who has home-start clients is like a food addictions counselor

It's common knowledge that cocaine is an extremely addictive substance. Yet for years after it was first discovered in 1855, it was glorified as a magic potion. Sigmund Freud, the father of psychoanalysis, recommended it. Inventor Thomas Edison and actress Sarah Bernhardt promoted it. John Pemberton,

who created Coke, included it in his original soft drink recipe. Not until 1920 was it outlawed by the federal government.

The food companies have replaced cocaine with sweeteners and caffeine. Today, we recognize the highly addictive nature of drugs, cigarettes, and alcohol. We have also learned that addiction to substances can rule and ruin people's lives. Nothing is destroying more lives today in America than food addiction. And what makes it harder is that everyone else considers it healthy and normal to eat that way and destroy one's health in the process. Hardly anyone recognizes and talks about the addictive nature of unhealthy food.

Addiction is a family disease. It is best treated when the entire family is supportive and not enabling the addiction. This makes recovery from food addiction hard because it seems almost everyone in society is an enabler, and they are likely addicts in denial too. Whenever you have the opportunity, try to enlist any family or friends to support the process. The more you can enlist the family and the friends to be supportive and not enablers the better the results will be. Suggest a meeting with the family, to enlist their support.

It is important to go through the kitchen, the freezer, even the garage and dispose of any unhealthful or tempting items. The act of discarding and getting some pleasure from ending the relationship by putting hurtful foods in the garbage and cleaning out the house is an important ritual that helps a person have a new start with food.

Your client has to accept the fact that having nothing to eat, being on an airplane, going to a wedding, or any other reason does not release them from their commitment to participate with the program (especially in the first 12 weeks) and continue to "cleanse" out their body. This works best if you get them to agree to this on paper. Make up a written contract. Make sure it is clear that they have to travel with their food or alternatively not eat and not eat commercial food available when not home, when traveling or on planes or at airports.

Maybe get a two-week commitment to start any two-week period if they have not been getting excellent results. →

I solemnly swear that for the next 14 days, I will eat no processed food product, no fruit juice, no flour, no oil, no bread, no salt, no drinks except water (that means no coffee or alcohol), and no products of animal origin such as dairy, eggs or meats. I will stick to this dietary skeleton and eat the following at each meal.... I will track my weight every two days and ascertain the effectiveness of this dietary intervention, with this trial of 100 percent compliance. I will not snack. I will only eat three meals a day. I will only eat one ounce of seeds and nuts per day. I will maintain a precise diet diary during this two week period.

Each time you visit the client come with some signs to put on their refrigerator.

1. The Salad Is The Main Dish
2. Eat Only When Hungry
3. You only get one body in this life – repair it and maintain it.
4. The food doesn't taste so good once you are in the coffin.
5. Live as long as possible in the Catabolic Phase
6. Addictions are the enemy of a pleasurable and successful life.
7. Never overeat, never feel full.
8. Exercise many times throughout the day
9. Don't decide what to eat, just follow the plan.
10. Make up your own, but make sure the client understands the reasoning for the statement and the science supporting it.

7. Teach them how much to eat, how often to eat and what to eat. But most importantly teach them the why behind every choice.

I was a world class figure skater when I was young. In my early twenties, I worked as a professional figure skating coach, teaching children and teenagers who had aspirations to compete on the national and international level and some of them got to that level and competed in national and international events. It was all about teaching perfect technique, but also motivating them to train intelligently.

I would often have this discussion with my fleet. They called themselves Fuhrman's Fleet, and had warm up suits with the Fuhrman's Fleet logo on the back. I am telling you about the philosophy we trained

with so you can incorporate this “Fuhrman Doctrine” I used with my skaters and the other athletes I work with, with your clients.

Here is the philosophy they learned→

- Lots of talented athletes work every day at their craft. They develop a degree of expertise and accomplishment that is truly rewarding for accomplishment sake alone.
- There is a good feeling to be able to land an axel jump or to do a death spiral, play a guitar, hit a tennis ball well, or ski down an expert slope effortlessly, regardless of your completion results. Performing your accomplished skill for others in music, sports, or entertainment adds an important worthwhile function to humanity as entertainment and enjoyment of life is one of the main goals of a worthwhile and rewarding life, and that means supporting others in their wholesome pleasures.
- You feel good about yourself, not from beating someone else, or winning an award, but mostly from your dedication and intelligent hard work and having no regrets in your preparation for the event, test or competition. Then, whether you win or lose, perform perfectly, or even do not do your best, it is still not the main issue. The main issue is that you feel proud of preparing and training with 100 percent effort. That is the human victory.
- Almost everybody trains incorrectly. They put in loads of time, but they do not use that time most intelligently. They may be ingraining bad habits. Any training that repeats a movement of technique that is not favorable is not training properly. Bad habits or technical motions must be uncovered and exposed, and training methods developed to remove them and replace them with proper techniques and habits.
- The technique is more important than the outcome. Landing the jump is not as important as the technique of the takeoff. When practicing repeatedly stroking the ball correctly with the perfect swing in tennis is more important than if you win the point with a swing that is incorrect technically and ingraining a bad habit or improper muscle movement memory.
- Successful accomplishments in a highly competitive sport can never occur from 95 percent devotion to sufficient training and proper training and a coach whose teaching technique is 95 percent perfect. When you put in 95 percent effort that is a huge effort. It involves waking up early to practice before school. It involves giving up parties, social

and recreational activities. It involves working like a dog but yet not gleaning the maximum reward. We can only expect to accurately predict the probability of achieving your maximum potential accomplishments involving international events and economic sponsorship and maybe more when 100 percent proper coaching and training is executed.

- 100 percent effort and technical intelligence is only a little more effort than the 95 percent almost everyone else around the country is doing. If you are going to put in 95 percent effort, why not go for 100 percent and get all the rewards that are potentially available for you. For 5 percent extra you get 100 percent better results.
- Proper coaching and training is more important than talent and athletic ability, and it is very rare that the most talented athletes get proper coaching and training. A trick is not a trick unless it can be repeated successfully over and over.

Go through all the philosophies of training I used as a top ice skating competitor and coach with your clients. After each bullet see if you can discuss and get from the client how this relates to them, their goals and what they are expected to accomplish with their life and their health.

Addictions are the enemy of a pleasurable and successful life.

Did they make a commitment or didn't they? A real commitment means no excuses. The plan is decided up front, not as they go along. There are no food choices to make over the week; that has been decided in advance.

To make it work, you have to make the food yourself or get it made. Did you figure out when in their schedule they were going to shop and cook, what was going to be purchased and prepared, and what was going to be eaten if there was no convenient prepared food in advance. Is there a failsafe plan in place so the frozen vegetables in the freezer with the soaked sundried tomatoes and stewed onions and mushrooms are the fallback, or what is the fallback?

The right food has to be there no matter what. The client can make it in pre-scheduled cooking periods. They can pay someone else to make it for them. They can pay you to make it for them. But, how they are going to get it has to be planned out first.

Should you call them every day? Twice a week, decide with the client how often you check in to review what they ate the day before? Were they eating because they were hungry, for bodily need, or were they eating for recreation or addiction? Were they able to feel hungry? What did it feel like? Trying to feel true hunger is one of the first major accomplishments of this program because that marks the end of addictive sensations.

This program is all about eating so carefully so you no longer require to eat for recreation or addiction.

Conclusion: Think like an Olympic athlete

Set short-term and long term goals. Reevaluate your training, technique, and methods if there is not achievement of those short term goals. Many mini-victories add up allowing a major accomplishment of victory

Celebrate Victory! What is a real victory? When Michael Phelps won his 8 gold medals, that was a great victory. However, not as great as when a person earns back their health. Your health is your greatest wealth and your greatest victory.

Then when your client is a great example of living a maximally pleasurable and healthy life, they get that victory multiplied ten times over as they set the example and are able to influence other people to improve their own life and their own health.

Good Luck in the great work you will be doing for others.